

SYSTEM AND METHOD FOR MODELING AND APPLYING
A PEOPLE NETWORK REPRESENTATION

Abstract of the Invention

A system and method for applying a people network representation to aid contact between a member of an organization and a target individual selects a contact
5 path between the member and the target supported by analysis of the level of interaction between members of the organization based on network communications of the organization. The people network of the organization is modeled, such as by a directed graph having plural nodes
10 representing members of the organization and edges representing levels of interaction between the members. Level of interaction is analyzed by analysis of network communications to take into account the recency and frequency of interactions, such as email interaction, ICQ
15 interaction, or phone interaction. If a member desires to contact a targeted individual, for instance such as to obtain expertise in a desired area, the model of the people network allows determination of a contact path between the member and the target which improves the
20 likelihood of obtaining the target's expertise. For instance, a contact path from a member may include a suggestion to contact the target through one or more intervening members of the organization. A graphical presentation of the member's people network allows a
25 member to view his people network and take actions to update or alter his network.